

## ABSTRACT

An improved method and system for two way communications between multimedia providers and subscribers utilizes encryption technology for embedding a watermark containing specific data, or a pointer to specific data relating to a multimedia program in the principal program itself. The principal program may include, but is certainly not limited to a television broadcast, cable or satellite program, multimedia over the Internet, a paging service, or radio broadcast. The specific data may include web addresses, hyperlinks, telephone numbers, advertisements or any information related to the principal program. A decoder decodes the embedded data which may point to the related data stored in a database, or may include the related data. The related data is then delivered to the subscriber of the principal program through an appropriate medium, such as ADSI, Internet, or radio. The subscriber receives the specific data, which may be delivered simultaneous with the delivery of the principal program, on an appropriate device, such as an ADSI enabled telephone, remote control or wireless telephone, or directly in a web browser. The specific data may also be available for retrieval at a later time. The decoding of the embedded data may occur at the subscriber's receiver, or preferably at a central location, such as the head end of a cable operator, satellite transmitter or Internet service provider.